



Target Corp.'s newest store at 6064 Brownfield Highway is set to open its doors at 8 a.m. Wednesday. The retailer is the first to locate in the city's Canyon West development.

MANDY FRY ▽ AVALANCHE JOURNAL  
Reprints at www.lubbockonline.com

# On Target

## Canyon West's first tenant hits opening mark, preps for shoppers

BY CHRIS VAN WAGENEN  
A-J BUSINESS EDITOR

**E**ddie Rodriguez said he's had plenty of visitors to Target Corp.'s newest store, which is now days away from opening its doors off the Brownfield Highway at Milwaukee Avenue.

"We had one mother and daughter who came here to shop. We're just not open yet," said the store manager.

That all changes 8 a.m. Wednesday, when shoppers will get their first glimpse of a store that may lack "Super" in its title, but has plenty of pizzazz to keep them coming back.

Target's opening also marks a few firsts for Lubbock:

It's the first store to open in the city's Canyon West retail/entertainment development.

It's also the first major retailer to open its doors along the Milwaukee Avenue corridor — an area many believe will mirror the city's Slide Road business district.

All of this is not lost on Target.

"We think this is going to be just a wonderful area, especially with all the expansion going on out here," said Charlene Hack, the store's human resource manager, which has hired 166 workers.

Unlike its original University Avenue location, which has operated for 26 years, Target's newest cutting edge store will feature among other things:

- More than 256 square feet dedicated to frozen and cooled food products from pizzas to ice cream.

- Aisles of dry-good products, including soups, cereals,

- dried fruit and snacks along with many of its Target's Archer-owned brands.

- A full-service Starbucks Coffee.

- A Pizza Hut.

- An expanded customer service/wedding registry area.

- A dedicated baby area, featuring clothes, formula and furniture and other related products.

Rodriguez, who was born and raised in Lubbock and is a



Rodriguez



Hack

### ▼ Target

- **Location:** Canyon West.

- **Address:** 6064 Brownfield Highway.

- **Size:** 126,000 square feet.

- **Employees:** 160.

- **Opening:** 8 a.m. Wednesday.

- **Telephone:** 788-3600.

- **Manager:** Eddie Rodriguez.

Source: Target Corp.



The new Target store makes use of satellite-piped information that's televised each day in a huge electronics department that's partnered with an even larger toy department located toward the rear of the 126,000-square-foot store.

STACI GRAY ▽ AVALANCHE JOURNAL  
Reprints at www.lubbockonline.com

SEE OPENING, PAGE D2



STACI GRAY ▽ AVALANCHE JOURNAL  
Reprints at www.lubbockonline.com



STACI GRAY ▽ AVALANCHE JOURNAL  
Reprints at www.lubbockonline.com



STACI GRAY ▽ AVALANCHE JOURNAL  
Reprints at www.lubbockonline.com

Target's newest store will feature, among other things, this Starbucks Coffee, left, as well as a new Pizza Hut for customer shopping convenience. With Halloween a month away Target, center, has a seasonal display, of candy and ghouls. In addition to offering familiar products, customers also will find aisles of frozen, refrigerated and dry goods.